

FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY

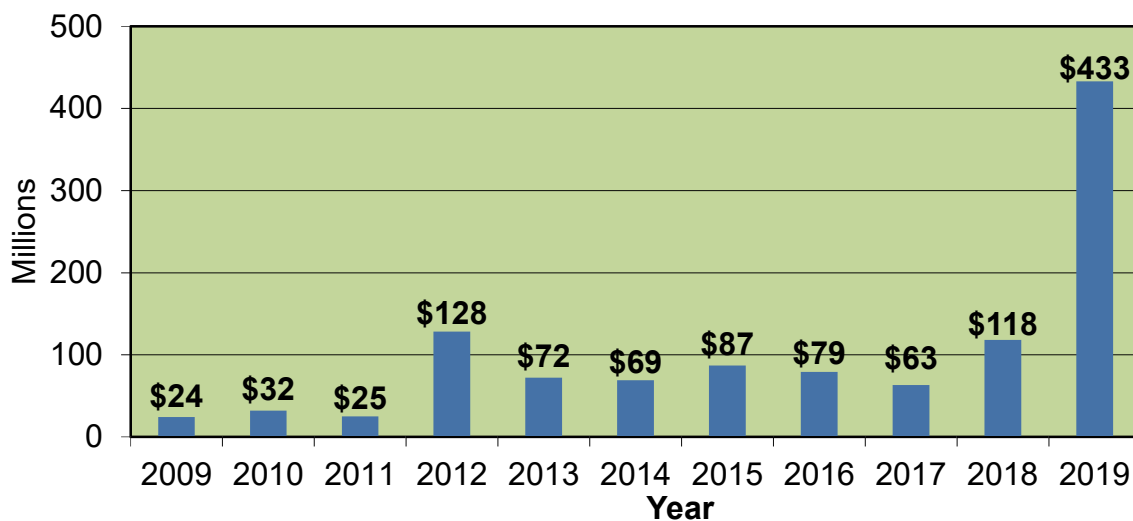


ANNUAL REPORT 2019

Executive Summary

Fitchburg Community and Economic Development Authority
Julia Arata-Fratta (Council Rep) Chair, Dan Carpenter, Jennifer Clary, Mark Hamilton, Dan Hardy, Andy Potts, (Vice-Chairman) and Shannon Strassman (Council Rep)
Staff liaisons: Michael Zimmerman, Economic Development Director and Joyce Frey, Economic Development Specialist

Fitchburg Building Construction Permit Value



2019 Sets Record Year for New Construction Value

Fitchburg ended 2019 with \$466,408,021 million in construction value, setting a record for the best year in permit construction activity. One thousand and eighty building permits were issued for the year. Of the one thousand and eighty permits issued, ten were for multi-family dwellings totaling 362 units. Twenty were for new commercial buildings and eighty two for alterations and/or additions. Eighty five new single-family dwellings were constructed in 2019 along, with six two-family dwellings.

The development highlighted in this annual report reflects the building permit activity value in the above chart. This level of valuation is due to the investment of our private sector partners in our community and the multiple City Departments involved with the development review and entitlement process.

ECONOMIC DEVELOPMENT

Promega's Award Winning Research and Development Facility Construction Continues With 2020 Expected Opening



Promega Corporation broke ground in July of 2018 for construction of its research and development facility. The 270,000 sq. ft. building is expected to open in the Fall of 2020. The Promega project was the 4th largest Wisconsin Economic Development Corporation's economic development project in the State of Wisconsin for 2018. In addition to that distinction, Promega won the Wisconsin Economic Development Association's 2019 Business Retention and Expansion award. City elected officials and staff along with the Promega team were present to receive the award.



Phoenix Imaging Facility Opens in Uptown



Phoenix LLC, a designer and manufacturer of the World's strongest commercial neutron generators celebrated the opening of their first building, a 10,000 sq. ft. neutron imaging facility on October 11th. Representatives from Senator Baldwin's and Congressman Pocan's office were present to show their support and appreciation for the work that Phoenix has done in the area of defense. The second building will be a 47,000 sq. ft. headquarters for Phoenix. Construction began on the headquarters in October of 2019. The design of the building will allow for future expansion of 53,000 sq. ft.



UW Credit Union's Second Fitchburg Location Opens in October

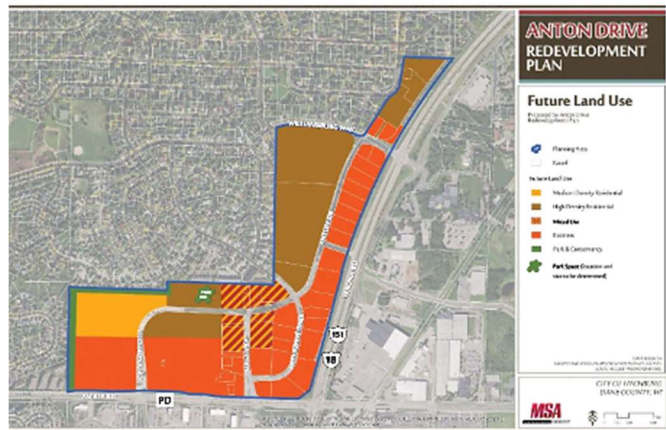


The second Fitchburg UW Credit Union branch, located on North Fish Hatchery Road, opened its doors in late October. UW Credit Union celebrated its grand opening on November 14th with an appearance from none other than everyone's favorite, Bucky Badger. This project is another important private sector investment in revitalization of North Fish Hatchery Road.



Interest in the Anton Drive Neighborhood Continues

There continues to be interest by commercial end users in the Shea Property on the corner of Fitchrona and McKee Road. It is anticipated that a project will come forward in the near future based on the amount of interest.



Vertical Urban Storage Coming to Fitchburg



BSH Companies has approval to construct a climate controlled, security accessed, and vertical storage facility on the former Nedrebo's site located along Verona Road. This unique product is a new concept to the Madison area market. Construction is expected to begin in 2020.

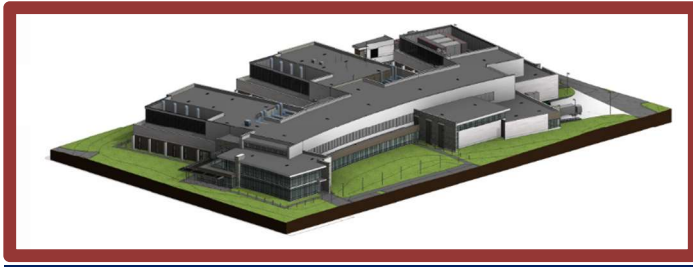
Certco's Fleet Services Facility is Under Construction

Construction is underway for Certco's Fleet Services Facility on Spoke Drive. Opening in spring of 2020.



North Stoner Prairie Neighborhood is Home to Three Existing Business Expansions and Welcomes a New Business

Sub-Zero Group Design Center is under construction just east of the manufacturing facility. The 322,834 sq. ft., multi-use building will be home to 100 new employees.



Promega Corporation is constructing a 158,276 sq. ft. component manufacturing center south of Sub-Zero Parkway north of Lacy Road. This new facility is relocation from California and will expand Promega's employment headcount by 25 and after 5 years by 45.

Race Day Events will make its permanent home in Fitchburg as it constructs a 12,988 sq. ft. headquarters in North Stoner Prairie. Occupancy is expected for February 2020.





Hop Haus Brewery will open a 2nd location in Fitchburg. The new 18,800 sq. ft. Brewery will feature a pub, restaurant, entertainment space and roof top deck!

Fitchburg Staff Meets With White House Officials to Discuss Opportunity Zones



OZ Opportunity Zones

The City of Fitchburg worked with the Madison Region Economic Partnership on an application to receive an Opportunity Zone designation. Fitchburg was successful in its application for three Fitchburg census tracts (6, 14.02, and 15.02) that share boundaries with Madison being designated as opportunity zones. The fourth census tract (15.03) includes a portion of the Town of Madison, which will become part of Fitchburg in 2022. On October 14th Administration and Economic Development staff participated in a day-long meeting and tour with the White House Opportunity and Revitalization Council and Federal Agencies. The purpose of the meeting was to:

- share information about the Madison area, opportunity zones, and potential projects with the White House Council and federal agency representatives
- learn about how the Madison area can benefit from the federal tools and programs aligned toward opportunity zones
- build and strengthen relationships in the region and beyond, share ideas, and collaborate on collective opportunity zone strategies

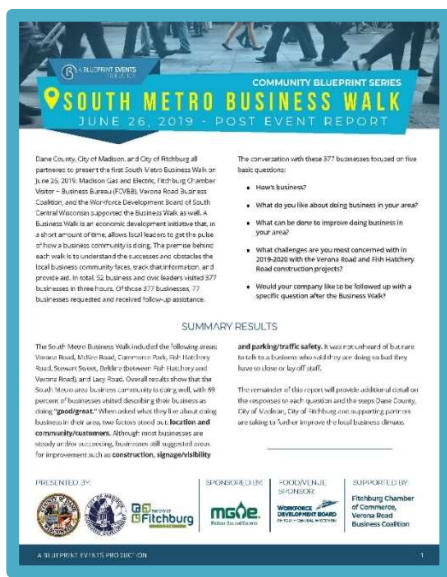
Welcoming New Businesses to Fitchburg

The City of Fitchburg is proud to welcome and celebrate the opening of new businesses to our community. In 2019, we were able to join the following businesses as they celebrated their opening with a ribbon cutting:

- Jackson Hewitt Tax Service - 2980 Cahill Main
- Touch of Class Pilates and TaylorMade Body - 2960 Triverton Pike Drive
- AT&T - 2839 North Fish Hatchery Road
- Lioness Fitness - 5957 McKee Road
- Delta Beer Labs - 167 E Badger Road
- Redeemer City Church - 5356 King James Way
- Trails to Success - 2302 Traceway Drive
- CI Pediatric Therapy Center - 2990 Cahill Main
- Cosa Boutique - 6250 Nesbitt Road
- Décor and More - 3000 Cahill Main
- Phoenix - 5125 Lacy Road
- Dave's Guitars - 2990 Cahill Main
- UW Credit Union – 2885 Fish Hatchery Road
- Blackhawk Church – 5935 Astor Drive
- Tapatios Cocina Mexicana – 2990 Cahill Main



Dane County, City of Madison and City of Fitchburg Sponsor South Metro Business Walk



Dane County, City of Madison and City of Fitchburg collaborated to sponsor a business walk that focused on Fish Hatchery Road, the Beltline Highway and Verona Road areas. A total of 52 business and civic leaders visited 377 businesses in three hours to get a pulse on how the business community was doing. Five questions were asked during the visit. The major area of concern from Fitchburg businesses was the amount of road construction projects. Economic Development staff wishes to thank all those who participated, especially city staff. The South Metro Business Walk was the largest to date.

Blackhawk Church Hosts 1st Service in New Facility



After many years of hosting Sunday services at the Savanna Oaks Middle School, Blackhawk Church now has a permanent home in the North Stoner Prairie Neighborhood. The facilities feature an auditorium that seats roughly 700, space for children that accommodates 300+/- and a large, open gathering area. The first services were held the weekend of December 14th

Mariposa Learning Center Under Construction in the Terravessa Development

Sited next to the new Oregon Elementary School, Mariposa Learning Center is a multi-cultural day care that broke ground on its 10,570 sq. ft. facility.



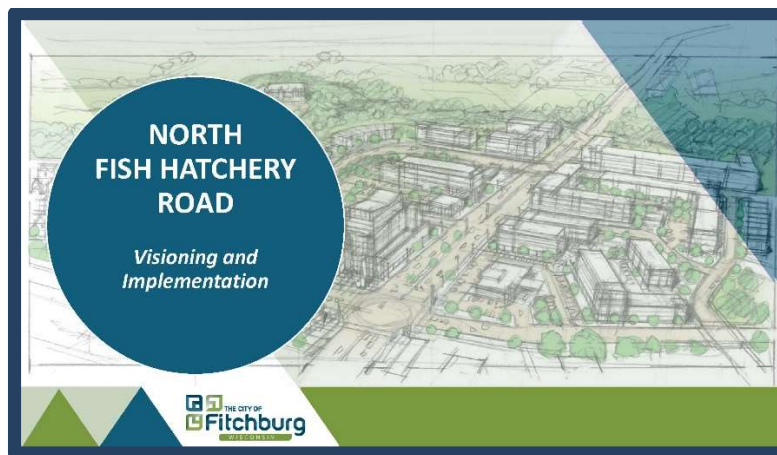
Dwellings Interior Design & Home Furnishings and Goldfish Swim School Open in Orchard Pointe



Goldfish Swim School and Dwellings Interior Design & Home Furnishings opened in Orchard Pointe between Princeton Club and Pet Supplies Plus

City Contracts with Vandewalle and Associates to Complete Visioning for the North Fish Hatchery Road Corridor

As the City continues to implement initiatives identified in the City in Motion document, North Fish Hatchery Road redevelopment rises to the top of the Common Council's priorities. The City engaged Vandewalle and Associates to develop some visioning and implementation strategies for the corridor. Vandewalle has engaged with several property owners to discuss redevelopment. Progress is being made and there is interest in North Fish Hatchery Road from the development community.



Mixed-Use Project Planned for Former Juice Plant Site

Inventure Capital, a local developer, is redeveloping the former juice plant at 3101 Fish Hatchery Road. The proposal is for a mixed-used project that would consist of 157 apartments and 10,000 sq. ft. of retail/commercial. Demolition of the existing buildings is anticipated in early 2020 with the construction and extension of Traceway Drive to be completed in 2020. Traceway Drive will be extended to the east during the Fish Hatchery Road reconstruction. Building occupancy is expected in the summer of 2021.



Community and Economic Development Authority

CEDA Marketing and Promotion via Print

CEDA continues to support the City's marketing efforts by purchasing ad space in the Fitchburg Chamber Visitor + Business Bureau guide and map and the Madison Region Economic Partnership (MadREP) annual publication. The Fitchburg Chamber guide circulation is 18,000 copies. The MadREP publication print circulation is 8,000. In addition to the MadREP print ad, the City has a banner on the online version of the magazine.



Affordable Housing Takes Center Stage in the Region



Staff attended the WHEDA Housing Conference and the Dane County Housing Summit as the region recognizes that much work needs to be done on housing affordability.



UW Students Seek Input from Staff on Affordable Housing

Economic Development and Planning Staff headed back to the classroom to assist three UW Madison student workgroups who were tasked with analyzing the development of an affordable housing project in Fitchburg. Staff provided information to the students regarding site specific data and trends and conceptual project approval processes via meetings and emails. We are still waiting to hear on our final grades for the projects!

Verona Road Opens in 2019



2019 was a busy and exciting year for Fitchburg residents and businesses and for the Verona Road Business Coalition with the long awaited opening of Verona Road. In addition to the usual operations, the VRBC hosted a “Roads Open” event and a city-wide block party. The guest of honor at the “Roads Open” event was Governor Tony Evers. WisDOT Secretary Craig Thompson also attended the celebration. The final phase of the project will take place in 2020 with the reconstruction of McKee Road from Seminole Highway to Fitchrona Road.



Mike Zimmerman serves on the Executive Board and Joyce Frey is on the Marketing Committee.



Dr. Charles Raison Serves as the Keynote Speaker for the 2019 Fitchburg Business Appreciation Luncheon



Dr. Charles Raison, Psychiatrist Professor at the University of Wisconsin and Founding Faculty member for the Center for Healthy Minds, to name a few of his accomplishments, served as the keynote speaker for the 2019 Fitchburg Business Appreciation Luncheon. Dr. Raison’s keynote was centered on “Mindfulness and Compassion at Work”. Dr. Raison has done extensive studies around compassion,



meditation and stress resiliency and provided the luncheon guests some hands-on tools that they can use in their daily lives and at work to decompress. The 2019 luncheon was held on the 3rd floor of the Benjamin Investment building at 5400 King James Way. Over 325 guests enjoyed a buffet style meal catered by Culver’s. Tours of the KL Engineering space were offered before and after the event.

Economic Development Team Markets Fitchburg at the Wisconsin Technology Council Events

As part of the membership in the Wisconsin Technology Council and BioForward, the economic development team markets the City of Fitchburg to businesses that are part of the City's targeted industry clusters that make up the Fitchburg economy. Each year, staff attend the Entrepreneurs' Conference and the Early Stage Symposium, which allows the team to meet and network with



start-ups and existing businesses, sharing why it is a "Good idea" to be in Fitchburg. In 2019, the Entrepreneurs' Conference was held in Milwaukee at Venue 42.

City Exhibits at the SMBA Business Expo and the FCVBB Spring Expo



Trade shows are a great way to share with others the latest and greatest things about Fitchburg! Economic Development staff were able to share our story at the South Metropolitan Business Expo in January at the Coliseum Bar and the Fitchburg CVBB Spring Expo which was held in April at the Wyndham Ballroom.



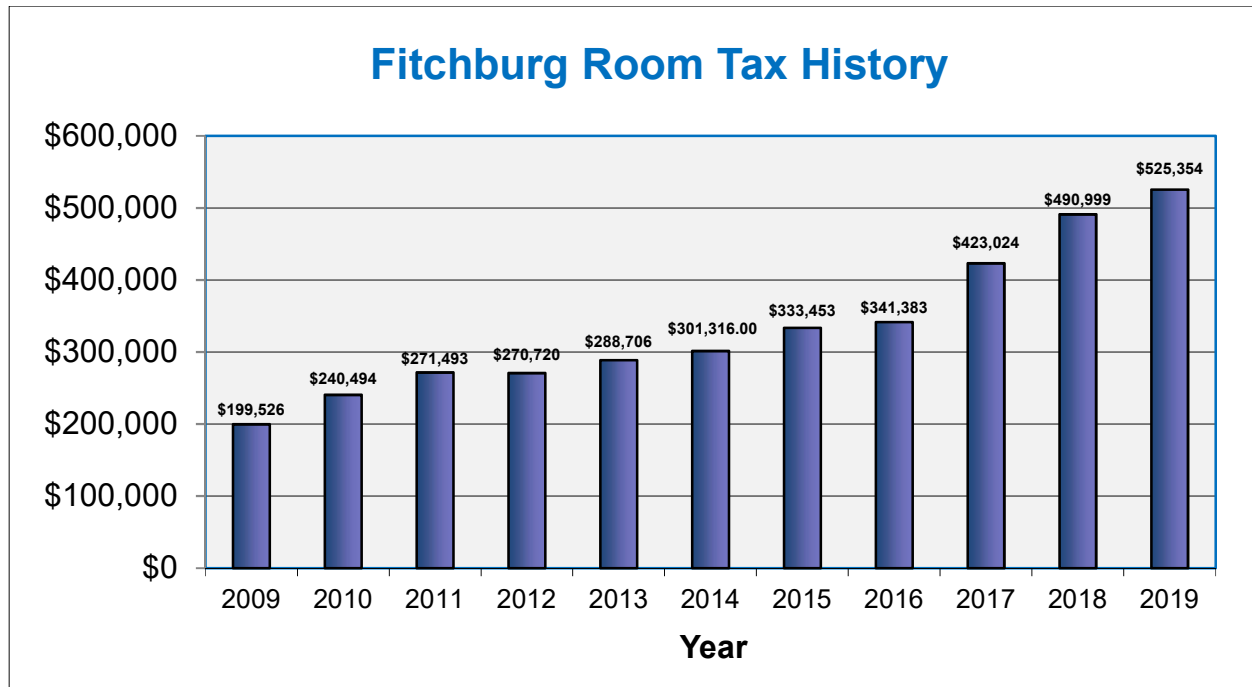
CEDA Sponsors Fireworks for the Closing of the Fitchburg Festival of Speed



Back by popular demand, the Fitchburg Community and Economic Development Authority provided the funding for the fireworks display that concluded the day-long Fitchburg Festival of Speed (FFOS) which was held at the Agora in Fitchburg Center, on July 19th. The FFOS is the host of the 2020 State Criterium Championship.



Hotel Room Tax Collections Increased in 2019



Fitchburg Hotel Room Tax collections for 2019 were \$525,354, a seven percent increase from 2018. Fitchburg hotel room night generation is based strongly on corporate room night demand.



**FITCHBURG CHAMBER
VISITOR + BUSINESS BUREAU**
your business community connection

In 2015, Wisconsin ACT 55 was passed changing the way that hotel room tax dollars must be allocated. In 2016, the City of Fitchburg worked with

the Fitchburg Chamber Visitor + Business Bureau to become the City's Tourism Entity as required by the new legislation. As of January 1, 2017 The Fitchburg CVBB receives 70% of the hotel room tax dollars for tourism marketing and tourism promotion. The Fitchburg CVBB manages our partnerships with the Madison Area Sports Commission and the Greater Madison Convention and Visitors Bureau on behalf of the City. The remaining 30% of the funds are retained by CEDA.



**destination
madison™**

Alder Janell Rice is the 2019 Memorial Day Speaker

“Service Before Self: One Soldier’s Story” was the theme for the 2019 Memorial Day Service that was held on Monday, May 27th at Fire Station Number Two. Ms.



Janell Rice, is the Alder for District Four. Ms. Rice is an Air Force Veteran. She was a flight simulator technician supporting aircrew training at the worlds C130 training base in Arkansas, then she was assigned to the F111 base in England. Her responsibilities included maintenance of the simulator and supporting the instructor pilot during proficiency and testing of aircrews. During NATO exercises, she worked at the Command Post. Janell had a NATO Top Secret Clearance. Ms. Rice’s keynote highlighted her love and memories of her Uncle Edwin, who was a medic in World War II. Although Ms. Rice never met her Uncle, her very heartfelt speech about her Uncle’s service, reminds us of the sacrifices which results in the freedom we enjoy each and every day. Oregon/Brooklyn VFW Post 10272 provided the military service. Fitchburg Fire Department Honor

Guard presented the wreath at the Bob Schley Veteran’s Memorial at the Gorman Wayside Park. CEDA continues to provide support and funding for this annual event, assisted by Administration and the Parks Department.

MadREP and Urban League Economic Development and Diversity Summit



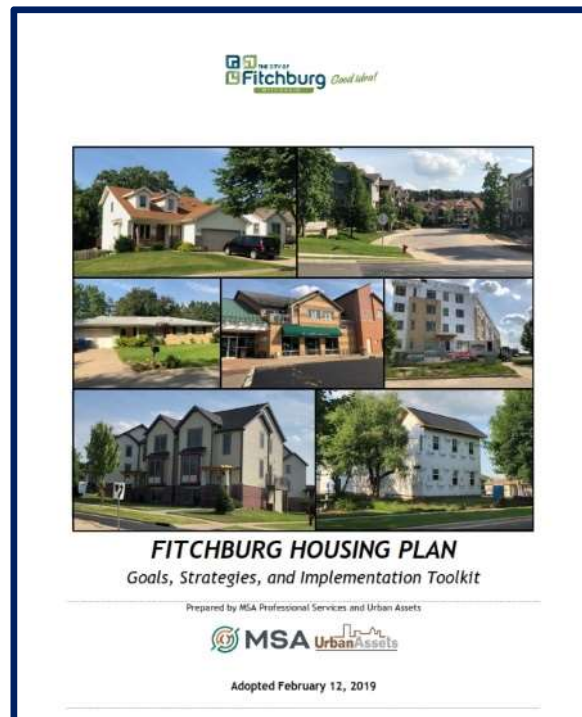
The Madison Region’s Economic
Development *and* Diversity Summit
TALENT. OPPORTUNITY. GROWTH.

The economic development staff attended the 2019 Urban League of Greater Madison and the Madison Region’s Economic Development and Diversity Summit, held on May 17th at the Monona Terrace. The Summit

brought together business and community leaders to focus on economic development and diversity to position the Madison region as a model for economic inclusion.

HOUSING

As the City's housing authority, CEDA has been focused on an approach to address the need for affordable and diverse housing options for Fitchburg residents. In late 2017, a Fitchburg Housing Task Force comprised of housing experts and stakeholders was launched to develop our plan and strategies utilizing resources from the TIF extension for housing. Their analysis and work continued throughout 2018 with a culmination of a final draft late in the year. The Fitchburg Housing Plan was adopted by the Common Council in February of 2019.



Fitchburg Housing Plan Approved by the Common Council in February of 2019

<div style="float: right; text-align: right;">1 10</div>		
Action Plan		
The success of this Housing Plan depends upon proactive efforts by many parties. This section offers an aggressive schedule for the priority housing-related activities, with assignment of responsibility for each. Some of these can and should begin in 2019 and continue each year thereafter. See the preceding Implementation section for more detailed descriptions of these actions.		
Immediate/On-going/Annual	Responsible Parties	Roles for Each Party
Proactive Property Maintenance outreach and enforcement	Property Maintenance Staff	Complete this task
Annual Housing Report (beginning 2020)	Planning Staff	Communicate/Collaborate
Consider Parking Reductions Near Transit for Affordable Units	Plan Commission	Convene/Communicate/Collaborate
Identify and Acquire Sites for Development (Vacant, Underutilized, Strategic Sites)	CIDK	Communicate
	Council	Act on Recommendations
2019	Responsible Parties	Roles for Each Party
Create a Housing Committee	CEDA	Complete this task
Review Parks Fees and Dedication Requirements	CEDA/Housing Committee	Convene/Communicate/Collaborate
	Parks Staff	Communicate/Collaborate
	Parks Committee	Communicate/Collaborate
	Council	Act on Recommendations
Enable ADUs	Planning Staff	Convene/Communicate/Collaborate
	Plan Commission	Convene/Communicate/Collaborate
	Council	Act on Recommendations
Authorize Dane County Housing Authority	CEDA/Housing Committee	Convene/Communicate/Collaborate
	Plan Commission	Convene/Communicate/Collaborate
	Council	Act on Recommendations
Create Materials Promoting Existing Housing Programs	Planning Staff	Complete this task
Establish Guidelines For Council Members in Development Process	Planning Staff	Communicate/Collaborate/Create
	Council	Communicate/Collaborate
Amend the Comprehensive Plan	Planning Staff	Complete this task
	Plan Commission	Communicate
	Council	Act on Recommendations

The Fitchburg Housing Plan was adopted by the Common Council in February 2019. One of the key action plan items was to create a Fitchburg Housing Advisory Committee. Economic Development staff worked with the City Attorney to draft an ordinance to establish a Fitchburg Housing Advisory Committee. The housing committee is made up of 9 representatives with housing expertise. The committee includes: one Council rep, one CEDA rep, and seven members with four of the seven being Fitchburg residents.

Affordable Housing Projects Coming to Fitchburg

Multiple Fitchburg area projects were awarded WHEDA tax credits to develop new high quality affordable senior and workforce housing:



EJ Plesko is developing a four-story, 160 unit affordable senior housing project, known as “The Highlinge” at the corner of Traceway Drive and Fish Hatchery Road.



JT Klein is proposing a four-story, 120 unit proposed workforce housing project is at Orchard Pointe on Limestone Drive behind the Hy-Vee Store.



Artisan Village is a 169-unit workforce housing development proposed by Alexander Company in the Southdale Neighborhood.

Senior Resort Style Market Rate Living Coming to Fitchburg



Cameron is proposing a 130-unit market rate luxury resort-style senior housing project on the lot directly behind the Super Target.

The amenities with this project will include items such as an onsite movie theatre, exercise facility, beauty salon, and more.

Crescent Crossing Development is Approved



Construction will begin soon on the newest Fitchburg development, Crescent Crossing. Crescent Crossing is located near the corner of Seminole Highway and Lacy Road. The new subdivision is located in the Verona School District and will consist of 65 single-family lots, 22 twin home lots and 30 twin home lots with garages tucked under.

Terravessa Takes Shape

Utilities and infrastructure are being extended as Terravessa takes shape on the east side of CTH MM at Lacy Road. This connected community focused on sustainability is already proving to be a popular neighborhood with lots under contract and homes being constructed.



Oregon Elementary School to Open Fall of 2020 in Terravessa Neighborhood



The first Oregon school in Fitchburg is under construction in Terravessa. A fall of 2020 opening is planned. The Forest Edge Elementary School is the first “net zero” energy school in Wisconsin.